

PM Stars Projected Database - Weekly
 Database as of MAR 08 1997

Carton Volume
 Shr

	Tot						Tot						Tot					
	Philip	Philip	Philip	Philip	Philip	Philip	Marlboro	Marlboro	Marlboro	Marlboro	Marlboro							
	Morris	Morris	Morris	Morris	Morris	Morris	52 wks	ytd 97	13 wk FEB	4wk FEB	13 wk FEB	4wk FEB	13 wk FEB					
	FEB	FEB	13 wk FEB	4wk FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB	FEB
	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22	22
	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997	1997
U.S. Total	48.81	48.90	49.11	48.89	48.70	48.87	0.17	33.07	33.32	33.57	33.56	32.83	33.27	0.44				
U.S. Convenience	50.98	50.83	50.93	50.51	50.94	50.60	-0.34	36.78	36.82	37.03	36.77	36.61	36.60	-0.02				
U.S. Supermrkts	43.38	43.75	44.04	44.45	43.32	44.25	0.93	25.42	25.71	25.85	26.44	25.27	26.11	0.84				
U.S. Drug	45.94	46.41	46.33	46.04	45.73	46.15	0.42	26.21	26.63	26.33	26.49	26.04	26.26	0.22				
U.S. Mass Merch	56.94	58.50	59.71	59.33	56.23	59.12	2.89	37.06	39.13	40.75	40.64	36.12	40.19	4.07				
U.S. Liquor	42.01	41.22	41.26	40.68	42.38	40.94	-1.44	27.42	26.87	26.65	26.55	27.69	26.25	-1.43				
U.S. Grocery	44.36	43.94	43.64	43.48	44.52	43.52	-1.00	28.14	27.91	27.73	27.62	28.18	27.51	-0.66				
Region 1 Total	50.00	49.99	50.07	49.93	49.94	49.94	0.00	34.35	34.45	34.50	34.67	34.22	34.29	0.07				
Region 2 Total	45.07	45.15	45.37	45.18	44.99	45.16	0.17	30.26	30.45	30.72	30.65	30.08	30.45	0.37				
Region 3 Total	50.92	50.89	51.39	51.01	50.78	51.08	0.30	35.18	35.34	35.82	35.54	34.88	35.38	0.51				
Region 4 Total	48.70	48.97	49.10	49.00	48.56	48.84	0.29	31.79	32.22	32.49	32.61	31.46	32.26	0.79				
Region 5 Total	51.81	51.99	52.12	51.63	51.69	51.68	-0.01	36.17	36.60	36.71	36.64	35.93	36.22	0.29				
Section 11 Total	49.99	49.81	49.75	49.99	50.03	49.60	-0.43	33.78	33.89	33.79	34.20	33.70	33.42	-0.28				
Section 12 Total	45.37	45.55	45.72	45.66	45.24	45.87	0.63	31.97	32.24	32.29	32.51	31.85	32.25	0.41				
Section 13 Total	55.69	55.55	55.52	55.41	55.62	55.35	-0.27	37.05	36.92	36.93	37.18	36.97	36.69	-0.27				
Section 14 Total	46.69	46.89	47.19	46.66	46.54	47.01	0.47	33.46	33.69	33.96	33.82	33.22	33.85	0.63				
Section 21 Total	46.69	47.13	47.21	46.93	46.48	47.14	0.66	32.51	32.91	33.01	33.01	32.26	32.89	0.63				
Section 22 Total	38.94	39.07	39.22	39.02	38.98	38.79	-0.19	23.86	24.05	24.34	24.05	23.80	23.83	0.04				
Section 23 Total	48.24	48.33	48.86	48.90	48.07	48.78	0.70	31.67	31.99	32.59	32.77	31.33	32.45	1.11				
Section 24 Total	45.97	45.76	45.75	45.36	45.97	45.48	-0.49	33.44	33.27	33.14	32.95	33.38	32.83	-0.55				
Section 31 Total	46.25	45.98	46.31	45.89	46.26	45.90	-0.36	32.27	32.23	32.54	32.03	32.08	32.00	-0.08				
Section 32 Total	44.44	44.28	44.75	43.99	44.25	44.27	0.01	29.97	29.90	30.41	29.91	29.67	29.82	0.16				
Section 33 Total	52.40	52.54	53.22	53.11	52.20	53.16	0.96	34.08	34.53	35.14	35.23	33.64	34.95	1.31				
Section 35 Total	58.95	59.08	59.43	59.54	58.74	59.30	0.56	41.13	41.35	41.58	41.38	40.87	41.21	0.34				
Section 36 Total	55.22	55.39	55.96	55.32	55.02	55.54	0.52	41.32	41.64	42.25	41.91	41.00	41.77	0.77				
Section 41 Total	45.42	45.65	45.80	45.99	45.21	45.73	0.52	30.38	30.68	30.91	30.96	30.10	30.77	0.67				
Section 42 Total	56.78	57.30	57.31	56.78	56.46	57.39	0.92	30.26	30.72	30.95	30.61	29.93	30.89	0.96				
Section 43 Total	46.78	47.32	47.88	48.20	46.58	47.44	0.87	33.16	33.93	34.55	34.98	32.65	34.07	1.42				
Section 44 Total	49.28	49.19	49.13	48.45	49.27	48.66	-0.60	33.26	33.45	33.62	33.30	33.06	33.15	0.09				
Section 45 Total	49.64	49.70	49.40	49.14	49.63	48.96	-0.66	32.18	32.50	32.51	33.10	31.90	32.52	0.62				
Section 51 Total	48.11	47.76	47.49	47.88	48.07	47.40	-0.67	30.56	30.78	30.75	31.12	30.41	30.64	0.22				
Section 52 Total	50.56	50.50	50.80	49.60	50.42	50.25	-0.17	37.68	37.86	38.12	37.47	37.45	37.52	0.07				
Section 53 Total	53.11	53.33	53.70	52.63	53.13	52.95	-0.18	35.02	35.48	35.80	35.18	34.79	35.00	0.21				
Section 54 Total	54.90	55.57	55.71	55.37	54.69	55.35	0.66	40.06	40.73	40.65	40.83	39.79	40.24	0.44				

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